DENOMINACIÓN ASIGNATURA: DIGITAL BUSINESS		
GRADO: BUSINESS and TECHNOLOGY	CURSO: 2º	CUATRIMESTRE: 2º

SCHEDULING

WEEK	SESSION	CLASS CONTENT	GROUP (Marcar X)		Indicar espacio necesario distinto aula	STUDENT WORK DURING THE WEEKEND		
			LECTURE	SMALL		DESCRIPTION	DEDICATION (CLASS)	DEDICATION (OUTSIDE)
1	1	Introduction to Digital Business I	X			Study the theoretical contents of the class	1,5	2
1	2	Exercise for understanding DB		X		Discuss readings and solve cases (prepared beforehand)	1,5	
2	3	A framework for DB	X			Study the theoretical contents of the class	1,5	3
2	4	Introductory Cases and readings on DB		X		Discuss readings and solve cases (prepared beforehand)	1,5	
3	5	E-environment	X			Study the theoretical contents of the class	1,5	7
3	6	Cases and readings on e-environment		X		Discuss readings and solve cases (prepared beforehand)	1,5	
4	7	Market place analysis	X			Study the theoretical contents of the class	1,5	7
4	8	Cases and readings on Market place analysis		X		Discuss readings and solve cases (prepared beforehand)	1,5	
5	9	**Mid-term nº 1**	X			**Exam on contents of classes 1 to 8.**	1,5	3
5	10	Discussion on Mid term 1.		X		**Discuss r and solve exam 1**	1,5	
6	11	Digital business strategy	X			Study the theoretical contents of the class	1,5	7
6	12	Cases and readings on digital business strategy		X		Discuss readings and solve cases (prepared beforehand)	1,5	
7	13	Effect of Internet in Business	X			Study the theoretical contents of the class	1,5	7
7	14	Cases and readings on Internet on business		X		Exam on contents of classes 1 to 10.	1,5	
8	15	Effect of Internet in buyer behavior	X			Study the theoretical contents of the class	1,5	3
8	16	Cases and readings on management buyer behavior		X		Real-Cases Videos Discussion (prepared beforehand)	1,5	
9	17	Managing digital business infrastructure	X			Study the theoretical contents of the class	1,5	6
9	18	Cases and readings on E-procurement				Discuss readings and solve cases (prepared beforehand)	1,5	
10	19	Digital Marketing	X			Study the theoretical contents of the class	1,5	7
10	20	Cases and reading on Digital Marketing		X		Discuss readings and solve cases (prepared beforehand)	1,5	
11	21	Developing Business Intelligence	X			Study the theoretical contents of the class	1,5	3
11	22	Cases and readings on Business Intelligence		X		Discuss readings and solve cases (prepared beforehand)	1,5	
12	23	Tutorial of Digital plan	X			Preparation of real case	1,5	3
12	24	Extensions of DB		X		Discuss readings and solve cases (prepared beforehand)	1,5	
13	25	Presentations	X			Presentations	1,5	7
13	26	Presentations		X		Presentations	1,5	
14	27	Conference from a Practitioner	X			Study the theoretical contents of the class	1,5	3
14	28	Course Review		X		Student's presentation of their analyses of real cases	1,5	
SUBTOTAL							42	+ 68 = 110
15		Catching-up classes, handing-in any additional assignment, etc.						10
16-18		Activities to prepare the final exam					3	27
TOTAL								150